

User Survey on Economic Census Products for 2002

Please tell us about your use of Economic Census data and help us plan for products from the 2002 Economic Census. Your responses are voluntary and will remain confidential. They will be reported in summary form only.

- ☐ Where check-boxes are present, mark all responses that apply
☐ Where radio buttons are present, only one response is possible

1. What types of reports from the 1997 or earlier Economic Censuses have you used?

- ☐ Advance report
☐ Geographic area series
☐ Industry series
☐ Comparative Statistics
☐ Bridge between NAICS and SIC
☐ Subject series (e.g., Merchandise Line Sales, Establishment and Firm Size)
☐ ZIP Code Statistics
☐ Minority- and Women-owned Business
☐ Nonemployer Statistics
☐ Statistics on company size (formerly Enterprise Statistics)
☐ Don't know

2. How frequently do you access Economic Census data in the following media, and, for those you have used, how satisfied have you been?

Have you used them?				If so, were you satisfied?		
Fre- quently	Infre- quently	Never		Not satis- fied	Satis- fied	De- light- ed
Printed reports						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Printed Reports (issued prior to 1997)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PDF (portable document format)						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pdf, reading from the screen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pdf printed at my own location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pdf printed by the Census Bureau (fee)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	pdf printout supplied by someone else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
American FactFinder website						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Industry Quick Report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Geography Quick Report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Build a Query	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other data in hypertext tables						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	from the Economic Census web page	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	from State and County QuickFacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CD-ROM						
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Quick Reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Search system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other means						

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other, e.g., report created by someone else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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3. What time periods do you consider when using Economic Census data?
 - ☐ the latest census only
 - ☐ two censuses (e.g., 1992 and 1997)
 - ☐ three or more censuses

4. Do you use Economic Census data in combination with...
 - ☐ County Business Patterns
 - ☐ Annual Survey of Manufactures
 - ☐ Other annual or monthly surveys from the Census Bureau
 - ☐ Other Federal, state or local data about business (specify) _____

5. Do you typically use Economic Census data...
 - ☐ for one or two sectors (e.g. manufacturing)
 - ☐ for three or more sectors, or for as much of the economy as data are available

6. Would you like to see the Census Bureau prepare thematic reports, summarizing data for a number of related industries, from 2002 Economic Census data? (For example, tourism, high tech, biotech, electronic commerce, small business)
 - ☐ No, data presented industry by industry meet my needs
 - ☐ Yes (specify desired topics) _____

7. What improvements would you like to see in Economic Census products?

8. Rank from 1 (most important) to 10 (least important) the following features for accessing future Economic Census data on the Internet.
 - ___ ability to retrieve/display to screen
 - ___ ability to download complete data sets
 - ___ ability to download selected data
 - ___ ability to search by key word
 - ___ software help/tutorials
 - ___ publication quality printing (e.g., pdf)
 - ___ charts and graphs
 - ___ data display maps
 - ___ e-mail notification when reports you want are issued
 - ___ direct e-mail delivery when reports you want are issued

9. What improvements would you like to see to the Economic Census web site (www.census.gov/econ97)?

10. If the Census Bureau offered a data compilation service (e.g., performing data retrievals for you from published data and faxing or e-mailing you the results), priced at, for example, \$50 per inquiry (more for responses requiring more than an hour of staff time), would you use such a service?
 - ☐ Yes, and frequently
 - ☐ Yes, but rarely
 - ☐ Possibly
 - ☐ Definitely not

11. How have you learned about economic census data?
- ☐ Attended a conference sponsored by the Census Bureau
 - ☐ At the Census Bureau web site
 - ☐ Via telephone with Census Bureau staff
 - ☐ From an individual or organization outside the Census Bureau, e.g. state data center, librarian, association newsletter, etc. (Specify publication, if applicable)_____
12. How could we reach users like you with information about the Economic Census more effectively? (For example, article in particular publication, web site, or listserve)
13. About you:
- a. Type of organization
- ☐ Media
 - ☐ Market research, advertising or consulting
 - ☐ Other business
 - ☐ Association
 - ☐ Government
 - ☐ College or university faculty
 - ☐ Other academic
 - ☐ Individual
- b. Do you work in your organization's library?
- ☐ Yes
 - ☐ No
- c. Do you have an affiliation with the Census Bureau?
- ☐ Yes, State Data Center
 - ☐ Yes, Business/Industry Data Center
 - ☐ Yes, Census Information Center
 - ☐ Yes, National Clearinghouse
 - ☐ Yes, Census employee
 - ☐ Yes, other
 - ☐ No

If you would be willing to answer a follow-up call about your write-in comments, please enter your name and phone number and/or e-mail address. (Optional)

Name	Phone	E-mail
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